

ITEM 9-A

To: Honorable President and
Members of the Planning Board

From: Andrew Thomas
Planning Services Manager

Date: January 24, 2011

Re: "Going Forward" Community Planning Strategy for Alameda Point

BACKGROUND

In January 1996, the City of Alameda and the Alameda Reuse and Redevelopment Authority (ARRA) adopted the Naval Air Station Alameda (NAS Alameda) Community Reuse Plan (Reuse Plan), which established the following Vision Statement for the reuse of former NAS Alameda:

Between now and the year 2020, the City of Alameda will integrate the Naval Air Station property with the City and will realize a substantial part of the Base's potential. Revenues will have increased and a healthy local economy will have resulted from the implementation of a coordinated, environmentally sound plan of conversion and mixed-use development. While building upon the qualities, which make Alameda a desirable place to live, efforts for improving recreational, cultural, educational, housing, and employment opportunities for the entire region will have been successful.

In 2000, the City amended the General Plan to entitle portions of the former NAS Alameda consistent with the Reuse Plan and to allow conveyance of the land and development to proceed on the portions of the base east of Main Street, currently known as Bayport and Alameda Landing. In 2003, the City amended the General Plan to address the redevelopment and reuse of the remainder of former NAS Alameda, west of Main Street (Alameda Point).

In July 2007, the City entered into an Exclusive Negotiation Agreement (ENA) with the developer, SunCal Companies (SunCal), to entitle and facilitate conveyance and development of Alameda Point. In July 2010, the ENA with SunCal expired.

"Going Forward"

In September 2010, City staff initiated a planning and community engagement strategy for "going forward" at Alameda Point. The purpose and intent of the "going forward" community engagement strategy is to identify and describe a **community supported, financially feasible** development concept for Alameda Point. The development

concept will serve as the basis for a land use and entitlement plan and conveyance agreement with the United States Navy (Navy) for Alameda Point.

To implement the community engagement strategy, staff prepared the attached *Community Planning Workbook* (Exhibit 1) and designed a series of community forums to engage the community in the process of creating a development concept for Alameda Point. The workbook and the forums are designed to inform and facilitate a community discussion around a number of critically important development questions for Alameda Point. These questions are designed to highlight and focus community discussion on the **trade-offs** that may be necessary to achieve financial feasibility and fiscal neutrality. The topics highlighted in community workbook include:

1. Land Use – What is the appropriate mix of recreational, cultural, educational, housing, service and employment uses at Alameda Point?
2. Building Types and Neighborhood Character -- What should new buildings and neighborhoods in Alameda Point look like?
3. Parks and Open Space – How should parks and open space be designed to improve the lives of all Alameda residents?
4. Historic Character, Preservation and Adaptive Reuse -- How should we honor and preserve the history of the former Naval Air Station?
5. Transportation and Access – How should people travel to and from Alameda Point?
6. Community Benefits – Which community benefits are the most important?

Fall 2010 Forums

The City held three community workshops in the fall of 2010. The content and materials presented at the three workshops located at three different locations throughout the City (i.e., East, Central and West Alameda) was identical. This format allowed residents, business owners, and other interested stakeholders from different neighborhoods to provide ideas and feedback on lessons learned and suggest new concepts for Alameda Point. The forums occurred on:

- **November 9, 2010** – East Alameda - Bay Farm Island -- Grand Pavilion
- **November 18, 2010** – Central Alameda - Mastick Senior Center
- **December 8, 2010** – West Alameda – The O'Club

The forums were well attended (approximate 70-100 participants at each forum) and discussions were animated. An online interactive workbook can also be completed at

www.alamedapoint-goingforward.com. Staff will also be holding an Alameda Point Tenant Forum on February 8, 2011. The results of the forums will be summarized and made available to the public in March 2011.

DISCUSSION

During the months of January and February 2011, City staff is planning to shift the focus of the community engagement process from “community forums” to the City’s Boards and Commissions. Staff is requesting that the relevant Boards and Commissions with primary responsibility for planning, transportation, economic development, parks and open space, and historic preservation participate in the process at a regularly scheduled meeting.

In preparation for each meeting, staff is requesting that each Board or Commission member complete a Community Planning Workbook (either on-line or the attached hard copy) ***in advance*** of the meeting. At the meeting, staff requests that the Board or Commission members collectively discuss the exercise within the workbook that is most relevant to that Board or Commission’s area of expertise. Specifically, staff has scheduled discussion items with the following Boards and Commissions on:

- **January 20, 2011 – Economic Development Commission**
Complete the Land Use section of the workbook.
- **January 24, 2011 – Planning Board**
Complete the Land Use and Building Type sections of the workbook.
- **February 3, 2011 – Historic Advisory Board**
Complete the Historic Preservation sections of the workbook.
- **February 10 2011 – Recreation and Parks Commission**
Complete the parks and open space sections of the workbook.
- **February 23, 2011 – Transportation Commission**
Complete the Transportation sections of the workbook.

In March staff will publish a going-forward summary of the Fall Forums, the on-line workbook results, the Board and Commission input, and the result of the Alameda Point Tenants Forum. Through the “Going Forward” Summary, staff will create a consolidated summary of “lessons learned” and recommendations for preparing a vision for Alameda Point. Staff is hoping to have the synthesis complete in time to present the summary to the ARRA at their March 2, 2011 meeting.

Based upon the 15 years of planning efforts that have been completed to date, the General Plan Amendment that was approved in 2003, and the most recent direction provided by the Alameda community during the going-forward process, staff will present for public discussion three or four alternative development concepts and potentially a

preferred development concept for initial public review and discussion in April. By July, staff would like to transmit the revised development concept and alternatives to the City's and Navy's environmental consultants in order to commence the environmental review process.

RECOMMENDATION

Complete the attached workbook and hold a public discussion about plans and priorities at Alameda Point to inform the going-forward planning process.

Respectfully submitted,

Andrew Thomas
Planning Services Manager

Exhibit:

1. Community Planning Workbook